

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings of claims in the application.

1. *(Currently amended)* A method for use in marketing, comprising:  
detecting, at a remote computer, product purchase information of a plurality of different retailers from points-of-sale associated with the respective retailers, the product purchase information including at least purchase price information, the remote computer located remote from the retailers;  
receiving, at the remote computer, a shopping list of a customer, the shopping list including at least one item; and  
in response to receiving the shopping list, initiating communication[[],] to the customer by via the remote computer, of purchase price information associated with the at least one item on-from the shopping list for the plurality of retailers.
2. *(Original)* The method of Claim 1, wherein initiating communication comprises transmitting an electronic mail message for receipt by the customer.
3. *(Previously Presented)* The method of Claim 1, wherein detecting, at a remote computer, product purchase information of a plurality of retailers, comprises detecting product purchase information of a plurality of retailers on a substantially real-time basis.

4.       *(Original)*      The method of Claim 1, wherein receiving a shopping list of a customer comprises receiving an electronic mail message including the at least one item.

5.       *(Original)*      The method of Claim 1, wherein receiving a shopping list of a customer comprises receiving information from the customer over the Internet.

6.       *(Original)*      The method of Claim 5, wherein receiving information from the customer over the Internet comprises receiving information inputted into a web page associated with the remote computer.

7.       *(Previously Presented)*      The method of Claim 1, and further comprising storing product purchase information from the plurality of retailers in association with customer identification numbers.

8.       *(Original)*      The method of Claim 7, and further comprising transmitting to the customer a proposed shopping list prior to receiving the shopping list including at least one item.

9.       *(Original)*      The method of Claim 8, wherein the proposed shopping list comprises products previously purchased by the customer.

10. *(Currently amended)* The method of Claim 8, wherein the proposed shopping list comprises products previously purchased by the customer in the customer's most recent shopping transaction with one of the plurality of retailers.

11. *(Original)* The method of Claim 1, and further comprising initiating, by the remote computer, communication of an incentive associated with the at least one item to the customer in response to receiving the shopping list.

12. *(Original)* The method of Claim 11, wherein the incentive comprises a discount on the at least one item.

13. *(Original)* The method of Claim 11, wherein the incentive comprises a discount on a product competitive with the at least one item.

14. *(Previously Presented)* The method of Claim 13, and further comprises comparing, by the computer, the price of the at least one item at a first retailer of the plurality of retailers to the price of the competitive item at the first retailer, the price of the at least one item and the competitive item at the first retailer determined from the product purchase information, and wherein the incentive comprises a discount sufficient to lower the effective price on the competitive item to match or beat the price of the at least one item.

15. *(Currently amended)* The method of Claim 13, wherein the price of the competitive item comprises the purchase price at which the competitive item was purchased within an hour of the receipt of the shopping list.
16. *(Currently amended)* The method of Claim 11, and further comprising comparing, by the computer, the price of the at least one item at a first retailer of the plurality of retailers to the lowest purchase price at which the at least one item was purchased from the first retailer within a predetermine time period, the lowest purchase price determined from the product purchase information, and wherein the incentive comprises a discount sufficient to lower the effective price at the first retailer on the at least one item to match or beat the lowest purchase price.
17. *(Original)* The method of Claim 16, wherein the predetermined time period is approximately one hour from the receipt of the shopping list.
18. *(Original)* The method of Claim 11, wherein the incentive comprises a redeemable coupon.
19. *(Original)* The method of Claim 11, wherein the incentive comprises a notification of a future electronic discount.

20. (*Previously Presented*) The method of Claim 11, wherein the incentive comprises a redeemable coupon on a product determined to be a product more frequently purchased by the customer than other products purchased by the customer.

21 - 95. (*Cancelled*)

96. (*Currently amended*) A remote computer comprising:  
a processor;  
a memory accessible by the processor; and  
a computer program stored in the memory, the computer program operable to be executed on the processor and further operable to:  
detect product purchase information of a plurality of different retailers from points-of-sale associated with the respective retailers located remotely from the remote computer, the product purchase information including at least purchase price information comprising at least the price at which at least one item was purchased from each of the retailers;  
receive a shopping list of a customer, the shopping list including at least one item; and  
in response to receiving the shopping list, initiate communication to the customer of purchase price information associated with the at least one item for each of the retailers.

97. *(Currently amended)* An article comprising a medium for storing instructions that enable a remote computer to:

detect product purchase information of a plurality of different retailers from points-of-sale associated with the respective retailers located remotely from the remote computer, the product purchase information including at least purchase price information comprising at least the price at which the at least one item was purchased at each of the retailers;

receive a shopping list of a customer, the shopping list including at least one item; and

in response to receiving the shopping list, initiate communication to the customer of purchase price information associated with the at least one item for each of the retailers.